

Welcome, MUAA National Board of Directors



MARQUETTE
UNIVERSITY

**BE THE
DIFFERENCE.**

Call to Order

Monica Oliver, Sp '81

President, MUAA National Board of Directors

Invocation

Bill Krueger, Eng '87

**Vice President/President-elect
MUAA National Board of Directors**

Executive Director Updates

Sarah Burkhart, Bus Ad '03, Grad '12

Executive Director, MU Alumni Association

Diversity, Equity and Inclusion

Progress To Date

DEI Initiative	Owner
Bring visibility to Backpack Program	UA (lead) & Student Affairs (partner)
Connect/engage with black alumni	UA (lead), Office for Inclusive Excellence (partner) & BAA board (partner)
Recruit diverse mentors/mentees	UA (lead) & colleges/units (partners)
Recruit diverse students to MU	Admissions (lead), UA (partner), NB/affinity groups (partners)
Showcase DEI through programming	UA (lead) & colleges/units (partners), NB/affinity groups

Continuing Philanthropic Momentum

CONTINUING PHILANTHROPIC MOMENTUM

Your impact inspires us! While 2020 brought many challenges, it also brought renewed commitment and support from our Marquette family of donors. The momentum of your gifts carries us into 2021 and beyond. **Thank you** for being the difference for our students and faculty.



RECENT IMPACT BY THE NUMBERS


\$48M
SINCE JULY 2020


16,680
DONORS
SINCE JULY 2020

100% DONOR-FUNDED FACILITY!
\$59M
RAISED TOWARD A \$60M GOAL FOR MARQUETTE'S NEW HOME FOR
BUSINESS & INNOVATION PROGRAMMING

BeyondMU
Lifelong Learning
60+ WEBINARS
7K PARTICIPANTS
SINCE LAUNCH

7 NEW FOUNDERS SOCIETY MEMBERS
SINCE JULY 2020, JOINING THE 200+ INDIVIDUALS WITH A LIFETIME GIVING OF \$1M+
12 NEW LEGACY SOCIETY MEMBERS
SINCE JULY 2020, JOINING NEARLY 800 OTHERS WHO HAVE DOCUMENTED THEIR PLANNED GIFTS TO BENEFIT MARQUETTE

SUPPORTING STUDENTS STUDYING TO JOIN THE FRONTLINES OF HEALTH CARE

 **\$200K+ RAISED** in one month through our "get a mask, give a mask" initiative

 **2M+ SOCIAL MEDIA IMPRESSIONS** in one month, raising visibility of Nursing and Health Sciences

BRIDGE TO THE FUTURE

SINCE MARCH 2020

- 188 students supported
- \$1M raised
- 91% graduation rate for Bridge recipients
- Strongest support in over a decade!


18TH
UNDERGRADUATE TEACHING
US NEWS & WORLD REPORT RANKINGS

ENGAGEMENT THROUGH MARQUETTE'S DIGITAL ADVENT CALENDAR

60K+ page visits in December
600K social media impressions in December

CORPORATE AND FOUNDATION GIVING

From July 2020 through Jan. 10, 2021


CORPORATIONS
230 DONORS **\$5.3M** SUPPORT **\$119K** MATCHING GIFTS


FOUNDATIONS
151 DONORS **\$10.4M** SUPPORT **\$34K** MATCHING GIFTS

We are profoundly grateful. Imagine where we can go next. **TOGETHER.**
Celebrate our launch of Marquette's comprehensive philanthropic campaign on April 10!



BE THE DIFFERENCE.

MUAA Communication & Events

- ✓ Digital Social Media Toolkit

<https://timetorise.marquette.edu/social-content>

- ✓ MUAA Events Calendar

<https://alumni.marquette.edu/event-calendar>

- ✓ MUAA Communications Calendar – National Board toolbox

- ✓ MUAA Alumni e-newsletter – monthly

University Updates and Programming



Sixth Annual (Virtual) Dreamers Gala

WEDNESDAY, MARCH 24 | 6:30 p.m.

Virtual Program

\$10 registration fee

*All proceeds support the
Ellacuría, S.J., Dreamers Scholarship*

Keynote Speaker

Attorney Isioma Nwabuzor, Arts '12, L
'15, founder of Dreamer Next Door
Scholarship Program

Online Auction



Our Existence is the Resistance

DREAMERS GALA

Virtual
Wednesday, March 24, 2021
Marquette University



Future Virtual Meeting Dates

- **Wednesday, February 24 – 5-7 p.m. CT**
- **Thursday, March 25 – 5-7 p.m. CT**
- **Saturday, April 10 – 5:30 p.m. CT – Campaign Launch**
- **Thursday, May 20 – 5-7 p.m. CT**

MUAA National Board Strategic Plan 2021-2024



MARQUETTE
UNIVERSITY

**BE THE
DIFFERENCE.**

Marquette's Strategic Plan Themes



Pursuit of
Academic
Excellence for
Human Well-
being



Research in
Action



A Culture of
Inclusion



Social
Responsibility
through
Community
Engagement



Formation of
Hearts and
Minds



Sustainability
of Valuable
Resources



OBJECTIVES

- Update and simplify MUAA National Board strategic plan which expires in 2021.
- Ensure alignment with Beyond Boundaries, MU's strategic plan.
- Keep the strategic plan dynamic and visible to guide the board throughout the years.

“The Beyond Boundaries strategic plan themes will continue to inform the direction for the university although some tactics may need to be re-adjusted.”

- Sarah Burkhart, MUAA Executive Director

MUAA National Board Strategic Plan updates

Unchanged:

Three Strategy Drivers, Purpose, Principles

Changed:

- Consolidated 4 initiatives to 3
- Reframed initiatives around specific, concrete actions
- Reformatted document to reflect status of Board initiatives and present MUAA's plan as living, strategic and evolving, consistent with Beyond Boundaries.

Next steps

- Present to National Board
- Operationalize it (see .ppt template)

Initiatives update

Inclusion

- ✓ Spring admission fairs supported by alumni (date/location)
- ✓ Joint alumni group efforts: XXX
- ✓ Alumni awards speakers:
- ✓ Backpack \$ raised to date:
- ✓ Comprehensive campaign: launch date

Engagement

- ✓ Upcoming Faith-Centered Offerings: Lenten workshop. Etc.
- ✓ Updated communication in MUAA Toolkit

Innovation

- ✓ Beyond MU calendar of webinars
- ✓ Upcoming Circles events

January 2021

ALUMNI DONOR PARTICIPATION COMMITTEE REPORT OUT

Alumni Donor Participation Committee

This committee will focus on creating a culture that encourages and celebrates giving at all levels; will help develop specialized marketing strategies; and encourage volunteer giving throughout the alumni association.

AGENDA

FY21 Alumni Participation to-date

Highlights from Fall 2020 Results

National Marquette Day and Give Marquette Day Giving Opportunities

Digital Toolkit Check-in

FY21 Undergraduate Alumni Participation Results As of 1.20.21

- FY20 Final Alumni Participation: 17%
- FY21 Alumni Participation Goal: 18%
- **FY21 Alumni Participation as of 1.20.21: 15%**
 - **FY20 results as of 1.22.20: 12.83%**

Highlight: Fall 2020 Results

St. Joan of Arc Chapel Restoration

- Timeframe: Mid-November through December 31
- Promoted to undergraduate alumni, current and past parents and friends via mail, emails, Phonathon, social media and texting
- Results: 3,018 donors contributed \$369,339 (\$122 avg. gift)
 - St. Joan of Arc Chapel Renovation and Restoration Fund received \$109,748 from 1,354 donors



Highlight: Fall 2020 Results

Young Alumni Challenge



- Timeframe: December 8 – January 7
- Promoted to undergraduate alumni who graduated in the last 15 years via postcard, emails, Phonathon, social media and texting
- Results: 432 donors contributed \$33,264 (\$77 avg. gift)

Highlight: Fall 2020 Results

Virtual Advent Calendar

- 60,000+ visits to our website
- 60,000+ impressions on social
- December 1, December 2, December 3 and December 11 produced the highest traffic
 - Giving Tuesday / JOA
 - Holiday playlist
 - MUBB Throwback Thursday
 - Father Naus
- **Provide Feedback:** For those who engaged, when and why did you interact? Any favorite posts outside of the data? Suggestions for FY22?



NMD and GMD 2021

■ National Marquette Day @ Home

- Make a gift, get a shirt
- GiveCampus giving forms
- Gifts on NMD count as early participation for GMD

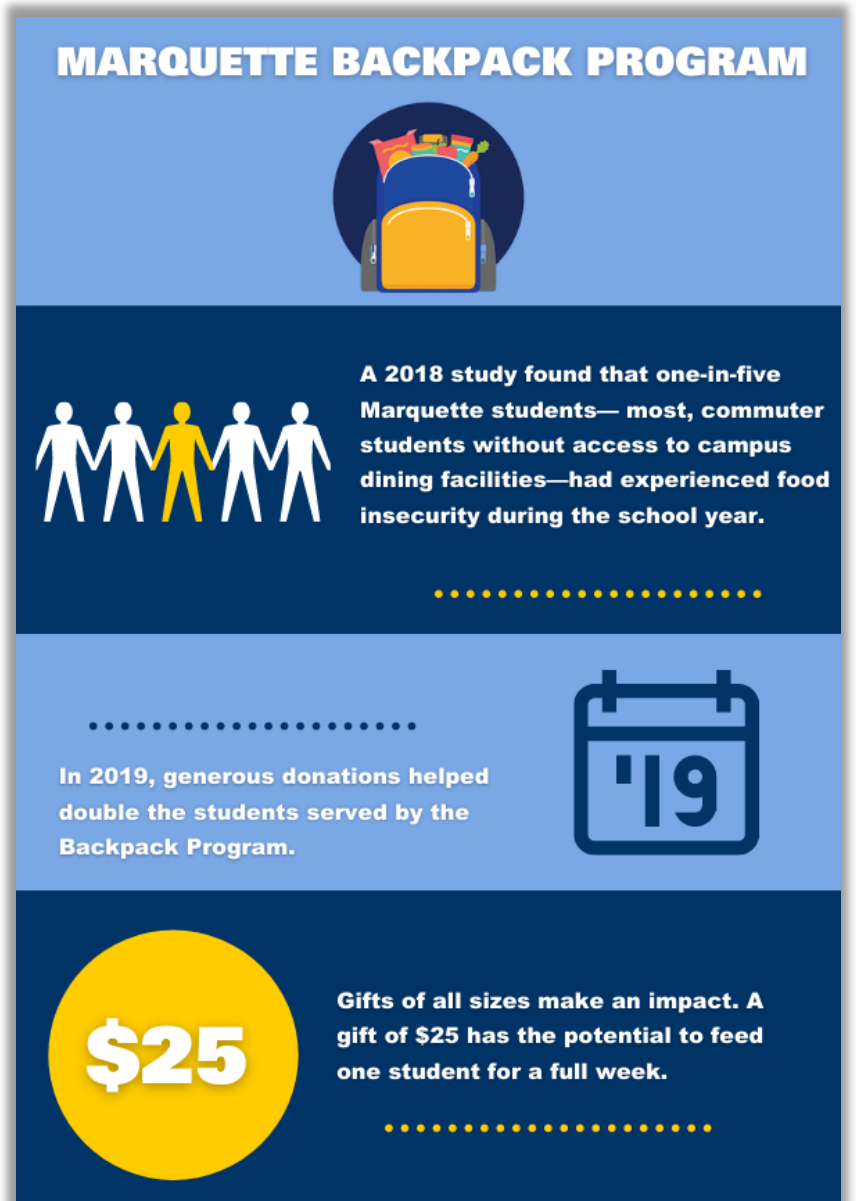
■ Give Marquette Day – March 2, 2021

- Make a gift, get a pair of socks
- **Priorities:** Bridge to the Future, the Backpack Program, Equity in MKE
- Stay tuned to learn more about participating as an advocate




Give Marquette Day & the Backpack Program


- You can make an impact!
- \$5,000 already donated from National Board members could be pooled as a challenge for the Backpack Program
- Ideas:
 - Social media challenge based on # of likes and shares
 - Power Hour (noon-1 p.m.)
 - Other ideas?



MARQUETTE BACKPACK PROGRAM




A 2018 study found that one-in-five Marquette students— most, commuter students without access to campus dining facilities—had experienced food insecurity during the school year.



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In 2019, generous donations helped double the students served by the Backpack Program.



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\$25

Gifts of all sizes make an impact. A gift of \$25 has the potential to feed one student for a full week.

.....

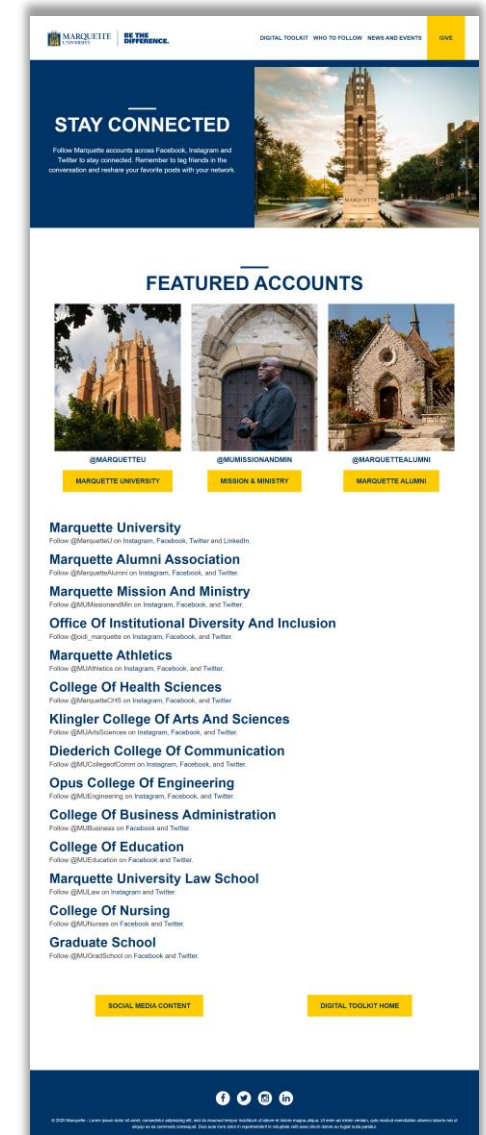
Digital Toolkit

- Any additional demo work needed?
- Suggested posts, stories, etc.?

<https://timetorise.marquette.edu/digital-toolkit>

New! Diversity, Equity and Inclusion Giving Page

<https://give.marquette.edu/diversity-inclusion>



January 2021

AWARDS COMMITTEE REPORT OUT

AWARDS

Standing committee to oversee the Alumni National Awards process and provide recommendations for the All-University award recipients and select the Pedro Arrupe Award for student service and leadership.

Plan for Alumni National Awards 2021

- 100% Virtual
- Those slated to receive their award in 2020 will receive it in 2021. No additional awards will be given.

College/Schools/Athletics and AMUW:

- Virtual Conferrals will take place in April (Private and small scale)
 - Appropriate Marquette Leadership Member
 - Award Recipients
- Remarks will be recorded, and footage will be used to create a vignette on each recipient
- All vignettes will be released in May

AWARDS

Standing committee to oversee the Alumni National Awards process and provide recommendations for the All-University award recipients and select the Pedro Arrupe Award for student service and leadership.

All-University Awards

- 100% virtual
- All-University Ceremony will be on May 25 at 6:00 p.m. CT
 - Recipients' remarks will be pre-recorded
 - Tri-Marq Communication will be working with us to production the virtual ceremony

Pedro Arrupe Recipient

Evelia Guerrero, Nursing student

- Evelia will be honored at the May 20 MUAA National Board of Directors Meeting

January 2021

GOVERNANCE COMMITTEE REPORT OUT

GOVERNANCE

Standing committee to oversee the recruitment process of all directors, propose amendments to by-laws as appropriate and make recommendations for board activities and initiatives.

National Board Strategic Plan Refresh

Standing Agenda Item

New projects/initiatives

New Director Recruitment

Marquette in Action

Urban Scholar Interview

Bill Krueger, Eng '87, MUAA National Board Member

Vaew Chang, Engineering Student, Urban Scholar, McNair
Scholar and Marquette Mentor participant

Supporting Marquette Urban Scholar Break-Out Sessions

Group 1: Manghera (lead), Bingham, Hernandez, Neugent, Schwendler and Wick

Group 2: Ariola (lead), Brescia, Giordan, Jefferson, Jorgenson and Krueger

Group 3: Jaeger (lead), Delgado, Gardner, McGowan and Oliver

Questions:

What part(s) of the village makes sense for the National Board to play in harvesting great alums from this community? (ex: hands on activity for the board with current Urban Scholars students and/or connecting with Urban Scholar alumni who have graduated)

What part(s) of the village makes sense for the broader alumni community to play in harvesting great alums from this community?



Supporting Urban Scholars: Report-Outs

Wrap-up and Next Steps

Monica Oliver, Sp '81

President, MUAA National Board of Directors

Understanding Bias through a Volunteerism & Leadership Lens

Thursday, February 4, 5:00 – 6:30 p.m. CT

Goals:

- Increase comfort with discussing sensitive topics such as bias and inequity.
- Provide a supportive space and the tools to learn about, discuss and ask questions.
- Engage our Marquette community and enhance our relationships with truth and respect.
- Understand the importance of this work.

Wrap-up and Reminders

Post-meeting Survey:

Please complete by Monday, February 8

February Meeting Date:

Wednesday, February 24

5:00 – 7:00 p.m. CT

Thursday, March 25

5-7 p.m. CT

Saturday, April 10

5:30 p.m. CT – Campaign Launch

Thursday, May 20

5-7 p.m. CT